



GRAND TRAVERSE COUNTY, MI
DIRECTOR OF VETERANS AFFAIRS - JOB DESCRIPTION

Title:	DIRECTOR OF VETERANS AFFAIRS
GENERAL SUMMARY <p>The primary function of the job is to assume responsibility for all activities, functions, and policies related to the assigned department, including the department's budget and staff. This position provides strategic direction for the assigned department under the general guidance of the Grand Traverse County Veterans Affairs Committee and consistent with the County's overall mission and policies.</p> <p>The employee in this class, under the direction of the Grand Traverse County Veterans Affairs Committee, is responsible for implementing the policies and procedures in order to provide assistance to the Veterans of the armed forces, their families and/or survivors. The Director of Veterans Affairs, performs the administrative and technical duties required to establish and maintain a program to assist Veterans in obtaining educational, financial, social services and other benefits available through the Federal, State and/or local legislation.</p> <p>Employees must meet the minimum requirements, conditions of employment, and be able to perform successfully all essential duties and responsibilities with or without reasonable accommodations.</p> <p>This position may require irregular hours. May also be required to work on-call in an emergency. This position may require travel by the employee in the employee's own vehicle.</p>	
PRIMARY DUTIES AND RESPONSIBILITIES (may include but are not limited to the following) <ul style="list-style-type: none">• Plans, develops, and implements policies and procedures necessary to assist Veterans of the armed forces, their families, or survivors in obtaining educational, financial, social services, and other benefits available either through the Federal, State or local legislation or from private organizations.• Supervises and directs staff in the interviewing of applicants seeking the various types of benefits available to Veterans, their families, and/or survivors and assists the staff in handling complex and/or unusual matters.• Serves as the liaison between the department and the Veteran's Affairs Committee, local units, and the public.• Remain aware of decisions and/or policies, revisions of other Veterans groups to determine their effect on County policies.• Plans, develops, and implements policies and procedures necessary to assist Veterans of the armed forces, their families, or survivors in obtaining educational, financial, social services, and other benefits available either through the Federal, State or local legislation or from private organizations.• Supervises all staff of the department, either directly or indirectly through subordinate supervisors, including interviewing and selecting of job applicants, training, overseeing work, participating in disciplinary decisions and actions, and establishing and evaluating appropriate performance standards in accordance with County objectives.• Assists in determining whether or not the Veteran qualifies for assistance from various Federal, State and County resources.• Arranges for Veterans to apply for assistance from other community human services agencies providing for veterans and maintains liaison with these agencies to remain aware of the services that each offers.• Meets with and gives talks to administrators, Veterans organizations, service clubs, private groups and interested citizens on the needs of Veterans and types of services provided by Grand Traverse County.• Provides comprehensive customer service, including delivery of accurate, prompt, and courteous assistance on complex policies, guidelines, and standard practices to internal and external customers, both verbally and in writing. Investigates and resolves complaints and concerns from customers and constituents.	



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- May represent Grand Traverse County at meetings of Veterans groups and related agencies.
- Directs, manages, administers, monitors, and oversees all operations and activities of the department in a manner that conforms to the mission, goals, and objectives of the County. Participates in the work of subordinate employees as necessary. Ensures the smooth, harmonious, and successful operations of the department.
- Ensures compliance with statutory responsibilities and directives; evaluates and communicates the impact of potential legal or regulatory changes on the department and the County. Seeks to ensure that department activities, procedures, and outcomes are consistent with industry standards and best practices.
- Develops strategic plans for the department, including evaluating operations and functions, developing business plans and strategic initiatives, generating ideas and plans for improvements, developing and implementing new procedures and policies, assessing staffing needs, analyzing financial and operations data, and related activities.
- Prepares the annual budget for the department; reviews financial reports to ensure adherence to budget; prepares budget adjustments; reviews and authorizes accounts payable/receivable activities; manages assigned accounts and funds. Performs other financial functions and responsibilities specific to the department, which may include fundraising, seeking additional funding methods, managing grants, etc.
- Directs and manages community or public relations activities, representing the department to the public.
- Manages contracts with vendors and contractors. Develops requests for proposal/price packages, selects vendors/contracts, specifies contract terms, provides direction to and oversees/evaluates the work of vendors/contractors.
- Interview and assist veterans, their survivors and dependents to secure benefits under programs providing assistance to veterans such as service connected disability, non-service connected disability pension, survivor's pension, home loans, death benefits, discharge upgrades, and employment assistance.
- Regularly prepare claim and supporting documents, researched and assembles evidence and otherwise documents for claim applicants. Advise applicants on appeals procedures, grounds for appeal, and researches legal precedents, court decisions, medical evidence and laws. Prepare and drafts appeals documents setting forth arguments for granting claims.
- Assist Veteran's and/or their dependents with applications for federal benefits (compensation, pension, health care, Michigan Veteran's homes applications and burial assistance) which include explaining procedures, researching and obtaining proper documentation, filling out extensive forms and conducts follow up as necessary.
- Researches, develops, and writes appeals of Department of Veteran Affairs' decisions to be presented to the Board of Veterans Appeals (BVA) and the Court of Appeals for Veteran claims (CAVC).
- Manage, monitor, oversee County Veterans Burial program to provide allowance for burials and grave marker installation for wartime veterans and their dependents.
- Responds to requests for information and provides subject-matter-expert guidance to other departments, citizens, the general public, and/or outside agencies.
- Conducts or oversees a variety of special projects, including research, data analysis, and reporting related to the department's function or mission.
- Participates in/on a variety of meetings, committees, Boards, Councils, and/or other related groups. Leads departmental staff meetings.
- Prepare VA Committee agenda, minutes and Annual Report.
- Develop and oversee all strategic and tactical marketing initiatives and plans
- Create and implement marketing/media plans that include print, online, and social networking opportunities.



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- Manage the content of County Veterans' Affairs website and subsidiary sites to ensure that they are current, dynamic, and relevant.
- Write, execute and deploy email marketing and web content.
- Create and execute publicity campaigns and press releases.
- Manage all social media sites by keeping them active and dynamic.
- Build community awareness of office through various media outlets.
- Seek and apply for grants that assist with expanding services to veterans and dependents.
- Manage overall grant efforts, documenting payments and expenditures, optimizing the grant process, preparing progress reports, and ensuring compliance with grant regulations.
- Ability to maintain confidentiality of sensitive and personal client information.

EDUCATION, FORMAL TRAINING, AND EXPERIENCE (minimum requirements)

Minimum requirements to have the following:

- Bachelor's Degree in a relevant field (Business Administration, Social Work, etc)
- Four to six years of directly relevant, Veterans counseling work and/or any equivalent combination of experience and training that would provide the knowledge, ability, skills to meet the responsibilities of this position.

CERTIFICATIONS, LICENSES (minimum requirements)

- National Association of County Veteran Service Officers (NACVSO) accreditations from the U.S. Department of Veterans Affairs' Office of General Counsel. Personal Identity Verification card issued by USDVA to access VA databases as dictated by agency regulatory rules.
- Maintain 16 Continuing Education Units per year.

CONDITIONS OF EMPLOYMENT (minimum qualification - legal or contractual pre-employment obligations and/or requirements, such as drug testing, background check, etc.)

A background check may be required initially and periodically for an individual hired, transferred, reclassified, promoted, or currently working in this job. Appointment to or continued employment in this job is contingent upon a satisfactory background check which may include, but is not limited to: confirmation of a person's identity; review of criminal conviction records; verification of educational degree, license, or certificate required for the position; review of Department of Motor Vehicles records; Department of Justice fingerprint scan; and/or drug and alcohol testing as required and allowable by law. A satisfactory background check is defined as the absence of a criminal history record which bears a demonstrable relationship to the applicant's or employee's suitability to perform the required duties and responsibilities of the position.

DISTINGUISHING CHARACTERISTICS

Work involves the development of new guidelines and techniques, establishing criteria or developing new information where guidelines may not exist for all situations and considerable independent judgment, personal discretion, and resourcefulness are needed to interpret circumstances, and to make decision in major areas where there may be uncertainty in approach, methodology, and interpretation. Errors at this level could lead to extraordinary costs, major litigation, destruction of property, loss of funding, or failure of the agency to accomplish its mission and may require the intervention of the County's senior executives to resolve.



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PHYSICAL DEMANDS, WORK ENVIRONMENT, AND OTHER REQUIREMENTS

Physical demands and work environment may vary by department. Typically a Department Directors works in an office environment and may be required to lift/move up to 25 pounds (such as a box of paper). May be required to reach with hands and arms; sit; stand; talk and hear; use hands to finger, handle, or feel.

KNOWLEDGE, SKILLS, ABILITIES, COMPETENCIES (minimum requirements)

- Advanced proficiency in English grammar, spelling, punctuation, and simple mathematical functions such as addition, subtraction, multiplication, division, percentages, ratios, etc.
- Advanced knowledge of Federal, State and local legislation, regulations, and ordinances relevant to the department; considerable knowledge of Federal, State and local legislation related to the special benefits and services for Veterans and their dependents
- Considerable knowledge of the methods and procedures for obtaining Veterans benefits and services
- Ability to direct a Veterans counseling and assistance service and to supervise assigned personnel
- Ability to address civic groups
- Ability to maintain a confidential office filing system
- Advanced knowledge of the procedures, policies, practices, and fields of knowledge specific to the department
- Knowledge of governmental accounting, budgeting, financial management, and procurement
- Thorough knowledge of County functions, organization, and the department's role and relationships with other agencies/jurisdictions
- Understanding the County's culture, mission and organizational dynamics
- Knowledge and ability to use a personal computer to prepare reports, maintain records, search for and compile data
- Advanced interpersonal skills necessary to develop and maintain effective and appropriate working relationships with customers, co-workers, and representatives of other agencies
- Knowledge of supervisory and employee management principles, as well as knowledge of labor relationship and union contract negotiations
- Knowledge of applicable employee rights, protections and avenues of appeal
- Knowledge of applicable policies and procedures governing the hiring, employment and separation of employees
- Skill in assigning, prioritizing, monitoring, and reviewing work assignments
- Skill in mentoring and training employees with varying educational backgrounds and aptitudes
- Skill in anticipating potential personnel issues and taking appropriate action
- Skill in crisis management, including the management of critical incidents
- Ability to work in a unionized environment; ability to negotiate and facilitate labor/management issues; ability to make tough personnel decisions firmly, fairly, and respectfully
- Ability to lead with vision and demonstrate strong leadership qualities
- Ability to take initiative and drive organizational excellence
- Ability to develop and implement managerial policies and prioritize the needs of the department
- Ability to develop and execute strategic plans, champion and manage change, and articulate County leadership's priorities
- Ability to identify and resolve problems that may impact the mission of the department and the County
- Ability to appropriately and effectively represent the County at a variety of community events and activities in support of positive public relations initiatives, and develop liaison relationships between the community and the County



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- Ability to persuade others in order to gain concurrence or to resolve problems and gain cooperation
- Ability to interpret and explain complex policies, processes, regulations, and applicable laws in layman's terms
- Ability to consistently demonstrate sound ethics and judgment
- Ability to think analytically and apply sound judgment, solve problems, make effective decisions, and act with integrity
- Ability to comprehend, process and apply both verbal and written skills appropriate to the job
- Ability to facilitate meetings effectively and efficiently
- Ability to accurately organize and maintain paper documents and electronic files
- Ability to maintain the confidentiality of information and professional boundaries
- Ability to use County resources effectively and efficiently